

## ABSTRAK

Skripsi dengan judul “Analisis Manajemen Corporate Sosial Responsibility (CSR) di Mayangkara Group Dalam Mewujudkan Kemashlahatan Masyarakat” yang ditulis oleh Uminatun Zainul Rapikah, NIM. 17402153133, pembimbing Dr. Qomarul Huda, M.Ag

Penelitian ini dilatarbelakangi oleh sikap perusahaan Mayangkara Group dalam memberikan hak sosial kepada masyarakat berupa pemberian Corporate Sosial Responsibility (CSR). Corporate Sosial Responsibility (CSR) yang di terapkan Mayangkara Group dapat mewujudkan kemashlahatan masyarakat dari segi pendidikan, kesehatan dan ekonomi. Penerapan fungsi manajemen di Mayangkara Group dengan adanya pelaksanaan Corporate Sosial Responsibility (CSR) tentunya sangat mempengaruhi atas kegiatan yang diterapkan tersebut.

Adapun rumusan masalah dalam penelitian ini yaitu: 1) Bagaimana manajemen *Corporate Social Responsibility* (CSR) di Mayangkara Group dalam mewujudkan kemashlahatan masyarakat?, 2) Apa saja kendala yang dihadapi dalam pelaksanaan corporate social responsibility (CSR) di Mayangkara Group?. Penelitian ini bertujuan menganalisis manajemen corporate sosial responsibility (CSR) di perusahaan Mayangkara Group dalam mewujudkan kemashlahatan serta untuk mengetahui apa saja kendala yang dialami dari adanya pelaksanaan corporate sosial responsibility (CSR) tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Sumber data yang diperoleh adalah data primer dan sekunder. Teknik pengumpulan data dengan observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan reduksi data dan penarikan kesimpulan.

Hasil dari penelitian ini menunjukkan bahwa manajemen *Corporate Sosial Responsibility* (CSR) di Mayangkara Group dalam mewujudkan kemashlahatan masyarakat dengan sasaran, pendidikan, kesehatan dan ekonomi. Dengan adanya pelaksanaan *Corporate Sosial Responsibility* (CSR) di Mayangkara Group mampu mewujudkan kemashlahatan masyarakat dengan hal ini para penerima *Corporate Sosial Responsibility* (CSR) akan memberikan kehidupan yang lebih baik. *Corporate social responsibility* (CSR) yang ada di Mayangkara Group yang sudah terstruktur dengan baik dengan menerapkan beberapa fungsi manajemen agar dalam pelaksanaannya berjalan sesuai dengan apa yang diharapkan perusahaan, yaitu dengan adanya *planning, organizing, actuating* dan *controlling*. Dalam pelaksanaan *Corporate Sosial Responsibility* (CSR) di Mayangkara Group tentunya ada kendala yang harus dihadapi oleh perusahaan. Kendala yang pertama belum tercakupnya seluruh masyarakat atau pihak-pihak yang benar-benar membutuhkan bantuan cara mengatasinya dengan survey lapangan dari tim Mayangkara Foundation. Yang kedua kurangnya kepekaan dan pemahaman masyarakat pada program CSR, solusinya dengan mempromosikan program yang dilaksanakan. Yang ketiga faktor cuaca, yaitu hujan. Solusinya demi keamanan barang bantuan, saat pengalokasian bantuan petugas lapangan menunggu hujan reda.

**Kata Kunci:** *Manajemen, Corporate Sosial Responsibility, Kemashlahatan*

## **ABSTRACT**

*Thesis with the title "Analysis Management of Corporate Social Responsibility (CSR) in Mayangkara Group in Realizing Society Prosperity" written by Uminatun Zainul Rapikah, NIM.17402153133, Advisor: Dr. Qomarul Huda, M.Ag*

*This research is motivated by the attitude of the Mayangkara Group company in providing social rights to the society in the form of granting Corporate Social Responsibility (CSR). ). Corporate Social Responsibility (CSR) implemented by Mayangkara Group can realize the benefit of society in terms of education, health and economy. The implementation of management functions in the Mayangkara Group with the implementation of Corporate Social Responsibility (CSR) certainly greatly affects the activities implemented.*

*The formulation of the problems in this study are: 1) How is the management of Corporate Social Responsibility (CSR) in the Mayangkara Group in realizing community benefits ?, 2) What are the obstacles encountered in implementing corporate social responsibility (CSR) in the Mayangkara Group ?. ? This study aims to analyze the management of corporate social responsibility (CSR) in Mayangkara Group companies in realizing benefits and to find out what are the obstacles experienced by the implementation of corporate social responsibility (CSR).*

*This study uses a qualitative approach to the type of descriptive research. Source data were obtained on primary and secondary data Sources of data obtained are primary and secondary data. Data collection techniques with observation, interviews, and documentation. Data analysis techniques using data reduction and making conclusion.*

*The results of this study indicate that the management of Corporate Social Responsibility (CSR) in the Mayangkara Group in realizing community benefits with goals, education, health and economy. With the implementation of Corporate Social Responsibility (CSR) in the Mayangkara Group, it is able to realize the benefit of the community, in this case the recipients of Corporate Social Responsibility (CSR) will provide a better life. Corporate social responsibility (CSR) in Mayangkara Group that has been well structured by implementing several management functions so that the implementation goes according to what the company expects, namely by the existence of planning, organizing, actuating and controlling. In the implementation of Corporate Social Responsibility (CSR) in the Mayangkara Group there are certainly obstacles that must be faced by the company. The first obstacle has not been covered by the whole community or parties who really need help how to overcome it with a field survey from the Mayangkara Foundation team. The second is the lack of sensitivity and understanding of the community in CSR programs, the solution is by promoting the program being implemented. The third factor is the weather, namely rain. The solution is for the safety of relief goods, when allocating assistance from field workers is waiting for the rain to stop.*

**Keywords:** *Management, Corporate Social Responsibility, Benefit*